"So That Brisbane Could have a Voice of it's own."

BYLINE

10¢ PER COPY

WEEKLY

GLADYS REECE, EDITOR--DE 3-0232 WARREN REECE, MGR.--JU 5-0651
105 VISITACION AVENUE, BRISBANE, CALIF.

VOL. 1 — 1ST ISSUE - FRIDAY JULY 11, 52

WHO??

WILL RIDE IN THE QUEEN'S SADDLE?

BUY YOUR TICKETS NOW!

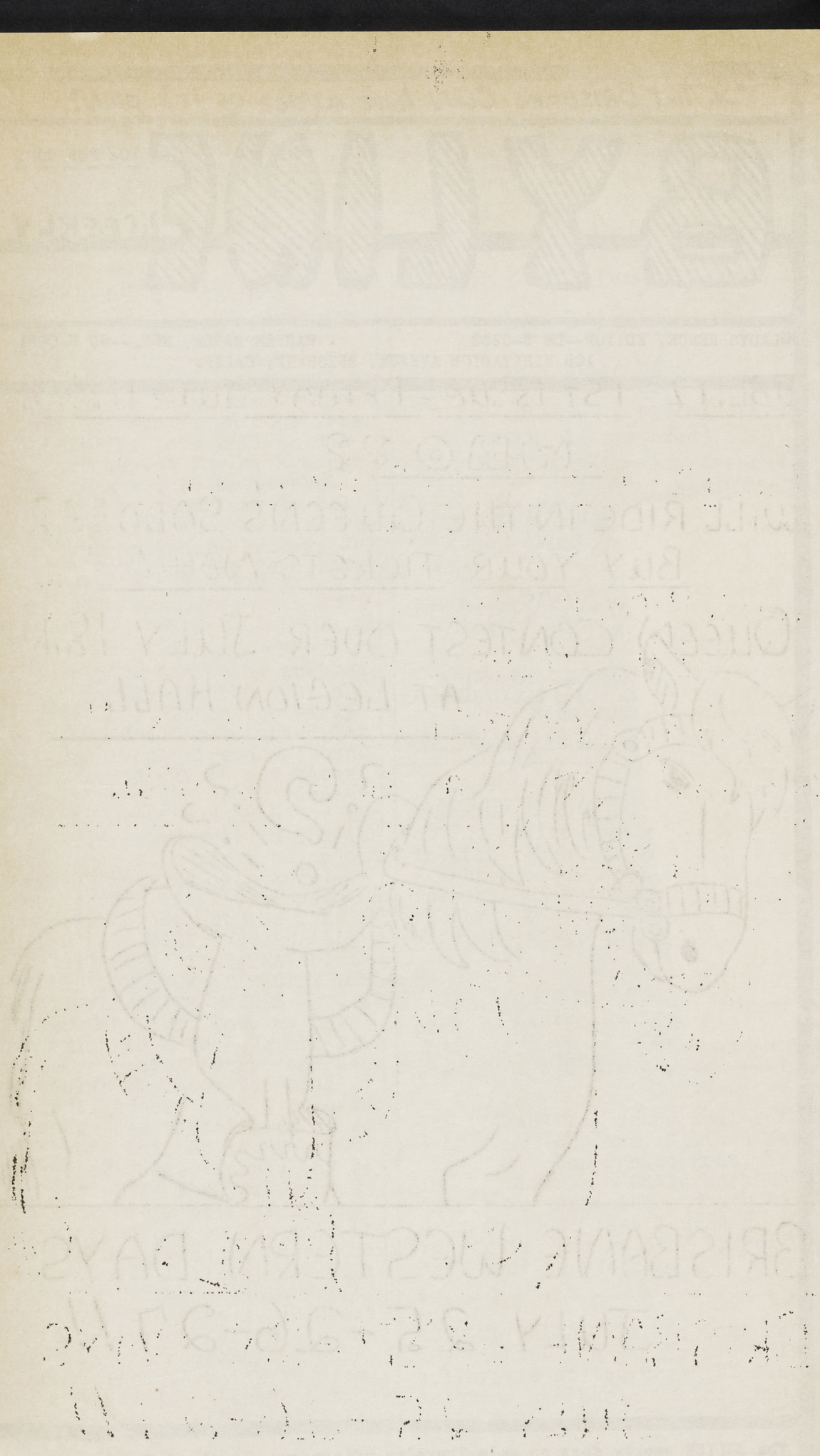
QUEEN CONTEST OVER JULY 18th

AT LEGION HALL

BRISBANE WESTERN DAYS

JULY 25-26-27!!

The BYLINE weekly goes on sale Thursday afternoons, at the following stores; THE BYLINE OFFICE: LAING'S VARIETY: THE FOUNTAIN OF YOUTH: LES'S MARKET: THE BRISBANE LIQUOR & DELICATESSEN STORE: OR HERBERT'S STORE. ALSO ON SALE BY NEWSBOYS, AT 10¢ PER COPY. Home Delivery Service: 40¢ Month, or $4.50 per year. MAIL DELIVERY: 50¢ month, or $5.00 per year.



CARTOONS & ERROL FLYNN'S "CAPTAIN FABIAN"---SUNDAY & MONDAY: "DISTANT DRUMS" & "PURPLE HEART DIARY"

...stic and romantic atmosphere for that "wish I could take a vacation" feeling!

EXTRA! EXTRA! EXTRA!

NEIGHBORLY CALL!!

There's no use kidding ourselves that enlightened self-interest isn't a considerable part of the motive of this and many other excursions made by the Chamber of Commerce members in the past few years. After all....there is a big business to be done in our neighborhood stores!

And that means that a lot of good business can be done with Brisbane Firms... and the members of the Chamber are alive to the responsibility. But a great proportion of business, prices being approximately equal, is done on a friendship basis....with the people we know, and like, and trust.

So, the closer the personal ties with Brisbane, the better it is for all of us! Where there is ACTIVITY...there are better values. When you enter the Brisbane Liquor, Groceries, & Delicatessen Store, you will immediately observe a great business activity. Better VALUES, plus QUALITY, is our slogan...which is the secret of the business activity at the Brisbane Liquor Store. Making it pleasant for YOU to do business with US who serve you, is the aim of our business experience.

You'll be having more guests now that warm weather is here. How about rounding out your cellarette with some traditional summer beverages? If you're having visitors this summer, remember that the odds are against their preferring your brand....or even your favorite product. When you visit relatives out of town, take along a bottle of their favorite summer beverage. Here's YOUR favorite brand! Now, how about a summer change of pace? Why not take along a fine bottle of rum, gin, or vodka? We have some very good values in summer favorites. Take along a couple of bottles, this is the season for a variety of mixed drinks!

* * * * * *

OPEN 9:30 A.M. TO 11:00 P.M.
SEVEN DAYS WEEKLY!

* * *

Shelf Prices include all taxes!

* * *

OUR LIQUOR DEPT.:---
Here, you will find bonded whiskies; straight & blends ---Scotch; Brandies; Wines; Rums; Gins; Champagnes.... Domestic & Imported. And, Remember--our beers and soft drinks are all ice-cold,at all times! Liquers, for the ladies, and for after-dinner conversation. Come in, and see our display. And dont forget--all shelf prices include all taxes!

* * * * * * * *

we handle
"OLD CABIN STILL"
Kentucky
Straight Bourbon or
Whiskey

--and--

"CORBY'S" RESERVE
Blended Whiskey
in
Fifths or Pints
!!!!

* * * * * *

WE DELIVER...ON SUFFICIENT NOTICE---
PHONE JUNIPER 4-1392

* * *

Cigars, Cigarettes, Candy, and novelties!

* * *

OUR DELICATESSEN:---
offers you the finest in appetizers and appe-teasers. There's spiced meats and crab cocktails; there's homemade pickles and salads; ---breads, crackers, tid-bits of all kinds--ice cream cookies; cakes; breakfast rolls & donuts; fresh ranch eggs; frozen fruits & vegetables;---in other words, why not make us a regular habit with you??

* * * * * * * *

THE BRISBANE LIQUOR & DELICATESSEN STORE

341 Visitacion Avenue phone JU 4-1392 Brisbane, California

BRISBANE LIQUOR & DELICATESSEN STORE

GEORGE ELLISON, PROPRIETOR

CAR SALESMAN LOSES CAR (& CUSTOMER) IN BRISBANE: The theft of a flashy Cadillac sedan for a wedding trip landed a former Watsonville ex-con back in San Quentin recently. According to the probation report, the car-thief went to a San Francisco used car lot and had a salesman drive him down the Peninsula for a demonstration. When the salesman went into a Brisbane restaurant for a pack of cigaretts, the thief drove off with the car. When caught, he stated that he picked up his girl friend and went to Reno to get married. He later returned to his parents' ranch near Watsonville, and was arrested after a 90-mile an-hour chase in Santa Clara County.

* * * * * * * * * * * * * * * * * * * *

PRINT FIRM SEEKS SITE FOR PLANT:(or--Brisbane misses the bus again!)--Negotiations are under way at South San Francisco by Mulprint Inc., a Milwaukee firm, to purchase a four-acre site on Shaw road, at the junction of Linden avenue and San Bruno Avenue, on which to build a large industrial plant. The firm, which does printing, lithographing, and rotogravure work, and also which conducts a laminating process of printing products, has asked for a building and business permit. It has notified city officials it plans a building of 40,000 square feet. The firm's west coast plant, located in San Francisco, would occupy the proposed new building. The application has been referred to the city planning commission. (Incidentally, citizens of Brisbane, this is plant No. 4 which COULD HAVE BEEN a source of continuous income to Brisbane--if we'd been on our toes!)

* * * * * * * * * * * * * * * * * * * *

FIRE STRIKES THREE TIMES HERE AGAIN: Once again the series of "three" has hit Brisbane--with, luckily, no loss of human life this year so far. The first of the week's three fires started at 10:00 A.M., almost totally destroying a Trailor House containing beautiful antiques, collected over many years by Gerald Ward. Mr. Ward had left his Trailor House, located at Paul Avenue and Margaret Road, at 8 A.M., to visit friends. The alarm was turned in at 10, with 3 firetrucks responding.

The second of the week's fires happened (as usual) on the 4th of July, and (as usual) started over the hill on Hillsdale Avenue in South San Francisco. It started at 1:15 in the afternoon, and was still burning after dark. Trucks responding to the call were 4 from Brisbane, 3 County Trucks, a County Jeep, the Crocker Estate Jeep, and the County plane, piloted by Ernie Werder, son of County Fire Warden Werder. Young Werder directed the County truck via radio. Bayshore's truck stood by to answer any local fire calls which might have come in during the time the local trucks were kept busy on the surrounding hillsides. The local department backfired from King's Road and portions of Humboldt, to save future possible fires. Patrol duty was kept going until 4 A.M. by Chief Terry and Marshall Siess. Special thanks go to the following people who helped fight the fire: BLAIR'S RANGERS, who weported in a body and taken to site of the fire in the Crocker Jeep;---THE BRISBANE BOY SCOUTS: TEN LOCAL NON-FIRE DEPT. MEN: MANY LOCAL YOUNG MEN & BOYS: and the 20 FIREMEN--all under supervision of Firechief Terry and Fire-marshall Siess. The third fire was on Tuesday, July 8th, endangering many homes on the upper side of Trinity Road. The fire broke out shortly before 4:15, with three local trucks responding, with 12 men; Blair's Rangers; Scouts; and localy young men and boys. This fire got so hot at times that the fighters had to retreat and start back from new points, because of the shifting wind. Lumber piles in back yards caught fire, prolonging the danger. This fire was patrolled until 11 at night. The fire department would like to thank BOB HUTSELL for giving all young firefighters free passes to the local theater; also JOHNNY DEMARCO, who stayed with the firemen until the fire was entirely extinquished. Johnny now is suffering with a sore foot, because of a nail he stepped on in the holocaust. The local Fire Department asks that more people respond when the alarm is sounded during this hot and dry season, as the entire town is in danger at this time of year--every year. If the warning published in the Byline in regards to clearing grass and rubbish away from fences and outbuildings had been heeded--Tuesday's fire would not have gained so much headway--or caused so much damage. (see back page for more fire news.)

COMMUNITY CHEST CAMPAIGN GOAL SET: The Community Chest of San Mateo County has set a goal of $376,440,00 for this fall 's campaign, which includes six new agencies, headed by the USO, as announced by Glen O. Smallcomb, president. The goal was arrived at after extensive budget hearings with each agency, conducted by John D. Bromfield, Chairman and the following members of his Committee; Mrs. David Bohannon, Donald K. Grant, Charles J. Ledwith, Mrs. Louis B. Lundborg, Robert E. Stallings and Paul K. Webster. The goal represents only a slight increase over last year's objective, Smallcomb said.

After deciding upon the amounts to be allocated to the agencies, Bromfields committee then met with the Chest's Executive Committee, who further reviewed them. The Executive Committee members are; Glen O. Smallcomb, president; Daniel E. Koshland, George H. Atkinson, W. Paul Whaley, Charles J. Ledwith, Ian E. Lang, Carl E. Ward, Mrs. George V. Kulchar, Harris B. Fenn Jr., and Donald K. Grant. This committee then conferred with the Chest Board of Directors for final approval.

In addition to the present 15 Chest agencies, the United Defense Fund, which includes the USO, Relief for Korea, United Seamen's Service, United Community Defense Services, American Social Hygiene Association and National Recreation Asoociation, are included in the campaign goal for 1953. The local Chest agencies are; Boy Scouts of America, Peninsula YMCA, Sequoia YMCA, Peninsula Jewish Community Center, Family Service Agency, Catholic Social Service, Woodside Youth Activities, Girl Scouts of the U.S.A., with three councils, Northern-Central-and Sequoia, Community Chest of South San Francisco, Children's Health Home, Council of Social Agencies, San Mateo County Blood Bank and the Visiting Nursing Association of San Mateo County. All of these Agencies are needed to provide complete service to Youth and Adult citizens so we may have the kind of a community we all want and need to keep step with the rest of the nation.

County Campaign Chairman, Edward E. Keller, in accepting the job of raising the money, pledged that his organization will do everything within it's power to raise every cent of the goal. He pointed out, however, that no funds are secured through campaigns conducted in other communities and he hoped that people who live here but are employed elsewhere, will support our local agencies who provide the services where they live. President Smallcomb concluded by reminding the citizens of San Mateo County that Community Chest is American---it's Democracy in action, and if you are not giving--you still are receiving because four out of five families benefit directly from the many Red Feather Community Chest Services.

---RAY K. INGRAM, publicity director.

* *

1952 "MISSION MAID" QUEEN CONTEST: With a city-wide entry list the 1952 Mission Maid Queen Contest gets under way this week and will continue through August 26. Long experienced in contests and celebrations the Mission Street Merchants' Assoc. offer more extensive inducements and awards than ever before with these totalling over $3000.00 in value. Hdqrtrs. for the contest and this year's Mission festival are on the mezzanine floor of the Whitcomb Hotel and full information can be had by calling KLondike 2-2522. Art Craner, veteran S.F. showman, is contest director with Charles P. Teevin due to direct the Mission Miracle Mile parade. The fortunate lady chosen Queen this year will receive many awards including a trip to Hollywood to be featured on radio and television and a visit to Sacramento as a guest of the Cal. State Fair. The Queen and her attendants will also be guests at the annual Mission Merchants' Mayor's banquet on Sept. 4th and will also be honored at a banquet of their own later in the season.

--MISSION STREET MERCHANTS ASSOCIATION.

* *

NOTICE OF BRISBANE MEETING: The following arrangements have been made for the proposed Brisbane re-zoning meeting: TIME, Friday July 11th at 8 P.M. PLACE: Brisbane School House on Eldorado Street between Alvarado and Glen Park Way. Ashort tour of the community will be in order before the meeting by interested parties; signed, FRANK S.SKILLM

Secretary

See H. EARLE WOODARD for

INSURANCE

TRAVELERS.....HOME INSURANCE COMPANY.....
LOYALTY.....GLEN FALLS
OHIO FARMERS

JUNIPER 4-1936 - OR DElaware 3-7905

Give Your Wife A Break

.....IF YOUR LOVE NEEDS SOME PROOF....
Why NOT Buy Her A Steak

AT

The FOUNTAIN of YOUTH

160 Visitacion Ave - Brisbane - Calif.

TROUBLE-FREE ARRANGEMENTS

ALWAYS....SIMPLE THINGS ARE BEST....AND IT IS OUR ABILITY TO COMBINE PERFECTION OF SERVICES WITH SIMPLICITY OF ARRANGEMENTS... THAT RESULTS IN SUCH BEAUTIFUL AND PRICELESS MEMORIES.

* * * * *

W.A. Cook & Co. Funeral Directors
phone JUno 8-5082
211 LINDEN AVENUE SOUTH SAN FRANCISCO, CAL

DANCE at the LEGION HALL

Sat. - July 12 & 26th.

BINGO PARTIES - (3RD SAT.)

SAT. - July 19 - 8 P.M.

AMERICAN LEGION POST 473

BYLINE LITHOGRAPHED ADS:

FULL PAGE, 1 issue.....	$15.00
(with picture, $20.00)	
FULL PAGE, Month's contract...	30.00
(2nd month, same Master plate)..	15.00
HALF PAGE, 1 issue....	$15.00
" " , Month's contract	20.00
AD PAGE, 4 issues Contract, only---	
Quarter page--$10.00	
Box (4"X3")--- 6.00	
Half-Box(2"X3") 3.00	

50% Deposit on Litho ADS

* *

MIMEOGRAPHED FULL PAGE,
per issue $10.00
per month 25.00
MIMEOGRAPHED HALF PAGE, 1 issue... $ 7.50
other ads priced on request.

The BYLINE - DE 3-0232.

NOW OPEN FOR BUSINESS!!

BRISBANE LAUNDERETTE

Bob Hutsell, Mgr.

* * * * *

OPEN DAILY 9:00 A.M.
SUNDAYS--10:00 A.M. TO 3:00 P.M.

* * * * * * * * *

We are completely equipped to handle your every Laundry need...drop in, & see for yourself!

* * * * *

45 VISITACION AVENUE - BRISBANE
(across the street from the Brisbane Theater

DRUGS..SUNDRIES..CANDIES..PRESCRIPTIONS

* * * * * * * * * * *

BONDIFIED MONEY ORDERS & POST CARD CHECKS for your convenience!

* * * *

Delivery after 4 p.m. daily--
Open 10 a.m. to 8 p.m.--closed Sundays...

* * * * * * * * *

HILLSIDE PHARMACY
337 Visitacion Avenue JUniper 5-7704

"AS GOOD AS THE BEST...BETTER THAN MANY!"

LUXURY
Cleaners & Laundry

201 VISITACION AVE. BRISBANE, CALIF
phone JU. 4-2245

FREE CALL & DELIVERY SERVICE

Frank & Mabel King

The G. & R. SERVICE

1 San Bruno Ave. - BRISBANE, California
Phone JU 5-0651

BRISBANE'S UNION '76 STATION

We Specialize in
Service & Repairs - Accessories
Parts - Gasoline - Oils

OUR REPAIR WORK IS GUARANTEED!!!

Galen Gilbreth & Warren Reece -

BE SURE TO APPLY FOR YOUR SOCIAL SECURITY: (Washington, D.C.):--Social Security headquarters here said recently people entitled to the new higher Social Security pension effective after July 1st should be sure to apply later in the year for the maximum due them. If they don't apply, it was said, they won't get their maximum benefit. This is an explanation of the reason: Until Congress changed and widened the Social Security law in the fall of 1950, the highest pension anyone could get was $45 a month. Congress raised that to around $68.50 for those already on pension or going on pension within roughly a year and a half after that. But then congress said people going on pension after that time could get as much as $80 a month, provided they met certain qualifications which can be explained this way: A person who worked six quarters (a quarter being a three month period) in a job covered by Social Security and earned at the rate of at least $3600 a year could on July 1, 1952, retire if he was 65 and get $80 a month pension. For example: Jones was nearing 65. He worked in a covered job from Jan 1, 1951 to June 28, 1952. He earned at least $3600 in 1951 and $1800 for the six months in 1952. He could quit June 28, apply for Social Security and get $80 a month. For about six months after retiring, he'd get less than $80 a month because of a bookkeeping problem which causes a lag in Social Security figures. If at the end, or near the end, of the six months, he asked Social Security for a recomputation of his case, then---he'd begin getting the full $80 a month due him, plus the back pension due him, which means: he'd get in a lump sum the difference between the $80 due him since he quit and the less-than-$80 which he actually received. But Social Security headquarters warns that Jones, or anyone, would never get more than that less-than-$80 unless, within about six months after going on pension, he asked for a recomputation in order to get the $80.00.

That's the way it will work out for most people, because most people's income is not high; they'll stay on the job until around June 28 to be sure they had full $1800 earnings in the first six months of 1952. In some exceptional cases, a man could retire months before the and still get $80 provided he fully met the qualifications. Here is a example given by Social Security headquarters; Smith worked all of 1951---getting credit for 4 quarters of coverage--and in that time earned $3600. in 1952 he worked the 1st quarter---Jan., Feb., and March---and earned $1800. But, while he had earned the necessary $1800 in 1952 he still didn't have the required number of quarters. He had only one quarter to his credit. He needed two. So he worked one day in that 2nd quarter of 1952---say just April 1st---and managed to earn $50 for only one day's work and then quit. Under the law, to get credit for a quarter of coverage a man must earn at least $50 in that quarter. (from Public Service Information.)

* *

ENTRIES BEING ACCEPTED FOR DOG SHOW: Entries for the 1952 San Mateo Kennel Dog Show, the West's largest, to be held at Bay Meadows on Aug. 3 are being accepted beginning today, Lynn C. Sibley, president of the club, announced recently. All purebred dogs six months or older are eligible for competition in the annual dog classic. They need not be registered with the American Kennel Club, Sibley said. Entry forms may be secured from Mrs. Bernice Behrendt, superintendant of the show, at 618 Taylor St., San Francisco, ORdway 3-0327. More than 1500 dogs representing some 70 recognized breeds are expected to participate in this year's show, Sibley said. A feature of the 1952 competition will be the inclusion of five specialty shows within the over-all program. They are for Dalmations, Samoyeds, English Cocker Spaniels, Boxers, and Irish Wolf-hounds.

* *

IN REGARDS LOCAL POSTOFFICE PARKING: Police Commissioner Lou Stone has again asked this paper to remind the automobile drivers of Brisbane to kindly refrain from parking in the spot directly in front of the Brisbane Postoffice, as the space is reserved for the Postal Truck which picks up and delivers mail to and from the local Postoffice at least six times daily. The law is that the driver of the truck must be able to see his truck at all times, even from inside the building.

SOMETHING NEW IN BRISBANE!

A complete news-stand, with all the latest BOOKS--MAGAZINES--POCKET NOVELS--NEWSPAPERS--etc. We also accept requests & suggestions; and will take subscriptions for magazines, etc. AND--there's candy, gum, popcorn, cigarettes, tobaccos, cold drinks, and so forth. WON'T YOU COME IN AND BROWSE AROUND?--or---LOOK OVER OUR COMPLETE STOCK WHILE YOU WATCH US DO YOUR LAUNDRY IN OUR COMPLETELY MODERN LAUNDERETT.

* * * * * * * *

BOB and MARTHA
HUTSELL

45 VISITACION AVENUE-DE 3-4224

A GOOD selection---

of---

BERKLINE ROCKERS & OTTOMANS---

in---

LEATHER OR FRIEZE'.

* * * * * *

Also a new lot of floor & table Lamps!!

GRAND
FURNITURE STORE

phone JUno 8-6586

365 GRAND AVENUE SO. SAN FRANCISCO

COMMENTS ON POSSIBLE BRISBANE BANK COMING IN: Three letters have been received at the Byline office this week in regards to the merits of having a bank here in Brisbane. MRS. ELVA YARBOROUGH, of 465 Visitacion Avenue writes "I am very much in favor of seeing a bank in Brisbane." MRS. A.J.PAHLOW, of 105 Visitacion writes: "I sincerely hope Brisbane can support a bank. Everyone here has to go out of their way to deposit their money. Therefore, the money of Brisbane all goes out of town. Here's for a Bank!" HATTIE HAMMOND, of 264 Trinity Road writes "In regards to a Bank in Brisbane, it sure would be a big help for lots of us!"---Well, citizens and Merchants of Brisbane--how about a word from YOU on this? We want all the mail we can get on this subject!

* * * * * * * * * * * * * *

TO GIVE CREDIT WHERE IT IS DUE: The BYLINE would like to take this opportunity to commend our local fire laddies, headed by Firechief L. Terry and Firemarshall Richard Siess, for their prompt actions, and their long vigils at our recent three fires. This town takes the fire department too much for granted--we think more verbal and written appreciation should be shown. Credit is due when credit is deserved! The department is already receiving quite a few letters from people of this district congratulating them on their promptness in answering calls, etc. But we think more appreciation should be shown. Remember, this town burnt down twice in it's history--and but for the Grace of God and the ability of our local fire dept., the THIRD time would have come long since!--YE EDITOR.

* * * * * * * * * * * * * * * * * *

BITS & PIECES--FROM HERE & THERE: George Dillon, visiting Capt. & Mom Flair of 141 Monterey Street, tells us that he was with Capt. Blair in World War I--serving as company cook, overseas, in--of all places--Siberia! The Blairs haven't seen Mr. Dillon for ten long years!-----Congratulations to the Ralph Rumbaughs, of 25 San Benito, on the birth of little daughter Jannice Kathleen, on July 1st, 1952. Congratulations also to Bob and Martha Hutsell on the birth of their new little son, born on Monday of this week.----We hear that Ted Van Kirk is now a Staff-Sgt. with the U.S.Marines, stationed at Pearl Harbor. He was recently joined by his wife and family--and they intend to reside there for at least two years.-----Welcome to Jo Ann Tucker's brother Jimmy, who arrived here on Wednesday from Louisville, Kentucky. Jim intends to get a job and stay here for awhile. (New Man In Town, girls--he's 30 years old!)-----Mr. & Mrs. E.Hart leave for an extended vacation tour of Canada next week; after last week's visit to them by the Claude Knight's of Consolidated-Vaultee Aircraft Co. of San Diego;-----Geo. Glenn, son of Kay Glenn-Ivey, was taken to hospital on Tuesday; while S. Webber, Sr., was returned home after treatment for infected foot.

REMEMBER: IMPORTANT REZONING MEETING AT SCHOOLHOUSE FRI. JULY 11-8 P.M.